

MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH

Cancer-Related Prevention, Treatment, and Control Programs FY 2001

The Massachusetts Department of Public Health (MDPH), through its various cancer-related programs, aims to reduce cancer incidence, morbidity, and mortality. Its Comprehensive Cancer Prevention and Control Program (CCPCP), funded by the Centers for Disease Control (CDC), and the Department's continuum of cancer-related programs funded by the state budget and the federal government focus on risk reduction, early detection of cancer and access to care.

Cancer Prevention and Control has three major goals:

1. Develop and sustain partnerships between internal MDPH programs and external cancer-related researchers, providers, and consumers
2. Establish an interdisciplinary system of data collection and dissemination
3. Raise public awareness, understanding and utilization of cancer risk-reduction methods, early detection opportunities, diagnosis, treatment and rehabilitation modalities.

The development of the current Cancer Control Plan addresses the goals of various programs within MDPH. The Cancer Prevention and Control Program establishes links and working partnerships focused on achieving the plan's goals.

Massachusetts has had cancer control plans in place for more than 30 years. Categorical state and federal funding to MDPH facilitated the implementation of plans focusing on tobacco control, breast and cervical cancer screening, and prostate cancer screening. The current plan addresses the impact of genetics; increased risk resulting from tobacco use, nutritional deficiencies, physical inactivity, sun exposure, and environmental and occupational hazards; thirteen specific cancers; school health issues; and cancer treatment and rehabilitation. Currently, funds are being used to expand cancer control efforts through coordinated development and dissemination of key shared messages designed for public consumption with emphasis on health communications, the collection of interdisciplinary data; and education of health professionals.

An Internal Cancer Control Working Group composed of MDPH programs impacting cancer has been meeting since 1994. The group shares program plans and study results, media messages, and outreach information. Subgroups plan joint symposia and health fairs, and facilitate information exchange to reduce duplication of efforts and implement joint projects. An Advisory Committee composed of external members of the Massachusetts cancer prevention and control community has been created to coordinate efforts and utilize the extensive resources of its members.

The programs included in the Comprehensive Cancer Prevention and Control Plan represent a broad spectrum of MDPH. Programs that target cancer prevention and health promotion are highlighted below.

BUREAU OF ENVIRONMENTAL HEALTH ASSESSMENT

The Bureau of Environmental Health Assessment (BEHA) has a broad mission of protecting the public health from a variety of environmental exposures. BEHA responds to environmental health concerns by providing communities with epidemiologic and toxicological health assessments, conducting indoor air investigations in public buildings and schools, and providing environmental health education to communities and health professionals. During the past several years public awareness and concern over the potential health effects resulting from environmental exposures has heightened. There are currently 32 National Priority List or Superfund sites and nearly 1,000 additional sites designated by the United States Environmental Protection Agency (USEPA) under investigation in Massachusetts. Further, the Massachusetts Department of Environmental Protection (MDEP) has more than 1,500 hazardous waste sites under investigation throughout the state. Concerns over these and other areas suspected to be environmentally contaminated result in 3,000 to 4,000 phone calls per year. In addition, BEHA receives 200 to 300 requests annually for toxicological or epidemiologic investigations and/or technical assistance. Requests are made by citizen groups, state legislators, local boards of health, the media, and other state agencies. In addition, BEHA supports research projects specifically focused on breast cancer and the environment.

BUREAU OF FAMILY AND COMMUNITY HEALTH

Division of Community Health Promotion

Office of Cancer Research

The Office of Cancer Research administers both Breast Cancer and Prostate Cancer Research Programs. These programs fund innovative research to enhance knowledge and understanding of the causes, progression, early detection, diagnosis, and treatment of these diseases. The Breast Cancer Research Program also sponsors a monthly lecture series and an annual symposium on current issues in breast cancer research.

Health and Wellness Unit

Cancer Prevention and Control

The Massachusetts Colorectal Cancer Working Group is a partnership that includes MDPH, the American Cancer Society (ACS), Dana Farber Cancer Institute (DFCI), Harvard Center for Cancer Prevention (HCCP), the Massachusetts Medical Society (MMS), Boston University (BU), and University of Massachusetts Medical Center (UMMC). The Working Group is housed in MDPH and staffed by MDPH and HCCP. Although not affiliated with any one organization, it is comprised of representatives from academic institutions, health maintenance organizations, cancer centers, medical societies, community health centers, and local public health commissions. The Working Group serves in an advisory capacity to many of its members, including MDPH. Its mission is to reduce colorectal cancer incidence, morbidity and mortality in Massachusetts through education, risk reduction, early detection, advocacy, policy, and research. Completely unfunded, the Working Group seeks to increase screening, eliminate barriers to screening and treatment services, and increase public awareness about risk factors, access to service and self-advocacy. An ongoing data gathering process has been developed. The results of a knowledge, attitude, and practice survey of healthcare providers have been

presented at three national meetings and are in the publication process. The Working Group has developed professional education materials and co-sponsored symposia. A public information brochure has received wide distribution.

Skin Cancer Prevention works with communities to implement sun protection education programs. A handbook and video describing how to implement a skin cancer prevention program for new mothers was distributed to maternity units throughout the state. A community-based sun protection education guide was developed to help cities and towns implement sun protection programs especially focusing on children ages 0-13. Technical assistance, tip sheets, posters, and a video-lending library are available to support communities. Tip sheets are also distributed through the WIC Program, the Metropolitan District Commission, and school based health centers. The program also trains childcare providers in skin cancer prevention practices. The Skin Cancer Prevention Program is a member of the Massachusetts Skin Cancer Prevention Collaborative, a statewide multi-organizational partnership.

Chronic Disease Prevention and Control

Chronic Disease Prevention for Underserved Populations (CDP) strives to enhance health and reduce morbidity and premature death by using a multiple risk factor approach to health behavior, changing community norms, and increasing access to services for racial and ethnic minorities and immigrant communities that are currently not supported by mainstream programs and services. The program uses outreach workers to educate racial and ethnic minorities about cancer risk factors including inadequate nutrition, physical inactivity, and tobacco use. Outreach workers are trained in breast, cervical, colorectal, and prostate cancer and refer program participants to other cancer-specific MDPH programs.

Office of Elder Health

The mission of the Office of Elder Health (OEH) is to foster healthy aging for the Commonwealth's population by planning, advocating, coordinating, and administering programs and policies that assure access to quality health care and enhance opportunities for older persons to learn about and take responsibility for their own health. OEH also provides consultation and technical assistance on cancer so that cancer in elders is integrated into community-based prevention and health promotion efforts. OEH works closely with other MDPH programs that focus on health promotion aimed at variety of areas including physical activity, prostate, breast and colorectal cancer, and substance abuse.

Men's Health

The Men's Health Partnerships use a multifaceted approach to raise public awareness. Community education and outreach focuses on providing men and their families with education on prostate cancer and cardiovascular disease (CVD). Targeted programs use a multiple-risk factor approach to reach minority groups, provide health care providers with information, and fund support groups for prostate cancer survivors and public symposia. The program conducts a multimedia campaign using radio, billboards, advertising posters on buses, trains, and subways, and pamphlets in several languages. The program offers prostate cancer screenings to uninsured or underinsured African American men age 40 and older, uninsured or underinsured men with a family history of prostate cancer age 40 and older, and other uninsured or underinsured men age 50 and older. CVD screening risk reduction counseling is available to uninsured or underinsured men age 18 and older.

Nutrition and Physical Activity

The nutrition program promotes improvement in the quality of life through the development of comprehensive, sustainable health initiatives. This includes broad-based community involvement to promote healthy eating habits and reduce health risks factors for cancer. The 5-A-Day Program is the National Cancer Institute's initiative to increase the consumption of fruits and vegetables to at least five servings each day to prevent cancer. Dietary strategies for promoting overall health and cancer prevention are part of the multiple risk reductions programs, including Wellness at Work, WIC (Women Infants and Children), programs within the Division of Children with Special Health Care Needs, School Health programs (including school nutrition programs), and the Folic Acid Campaign.

MassMoves was launched in 1996 to promote the Surgeon General's Report on Physical Activity and Health. The mission of the initiative is to promote awareness of and encourage participation in regular physical activity, particularly among sedentary populations who are most at risk for chronic diseases including cancer. This mission is accomplished through partnerships with professional organizations and community agencies across the Commonwealth. Principal components of the program include conference co-sponsorship, event co-sponsorship, literature distribution, and integration of physical activity messages into existing MDPH programs.

Women's Health

The Women's Health Network (WHN), funded with state and federal money, contracts with 27 community-based agencies to provide outreach and education around breast and cervical cancer targeting hard-to-reach minority and rural women. The WHN works with 40 community health centers, hospitals, visiting nurses associations and home care agencies to provide free breast and cervical cancer screening and diagnostic services, case management and linkage to free or low cost treatment when needed, to uninsured and underinsured women aged 40 and older. There are services available at more than 90 locations across the state. In addition, the WHN offers a comprehensive health promotion and chronic disease prevention program including free CVD screening, health education, counseling and interventions based on individual risk factors to uninsured and underinsured women between the ages of 40 and 64 at 19 sites. CVD risk factor reduction counseling includes increasing physical activity, eliminating tobacco use and eating a well balanced diet. Linguistically-appropriate public education materials are distributed through collaboration with MDPH programs, community health centers and ethnic organizations. Public information, professional education, case management, and quality assurance are strong components of the program. The evaluation components provide information on reaching underserved women in follow-up screening opportunities. The Women's Health Network collaborates with the Radiation Control Program to provide licensure of all mammography facilities in Massachusetts. Massachusetts was one of the first states to develop strict licensure, inspection, and training requirements for mammography facilities and technicians.

Maternal, Child and Family Health Division

School Health

School Health supports school-based comprehensive health education programs and services in response to increasing recognition of the relationship between students' health status and their ability to learn. These programs include health education for prevention and detection of chronic

diseases, including cancer. Key strategies involve educating students concerning personal health habits, early detection practices (including breast and testicular self-examination), physical activity and nutrition, tobacco avoidance, and sexually transmitted diseases and their link to specific cancers. School Health provides support services for students with cancer and trains school staff on environmental hazards, including poor ventilation, asbestos, radon, and toxic laboratory or art supplies. Due to Hepatitis B's link to liver cancer School Health encourages hepatitis B immunizations by training school and Board of Health nurses to implement the hepatitis B program.

Enhanced School Health Services are school-nurse-managed programs designed to increase the existing infrastructure capacity by focusing on individualized health care planning including the implementation of health education activities and programs, on-site tobacco prevention and cessation, nutrition and physical activity programs, and linkages to primary care providers, health insurance enrollment initiatives and community youth-serving agencies.

Family Planning

The Family Planning Programs provide comprehensive family planning services for low income women, men, and adolescents. These programs provide medical services, contraceptives, pregnancy testing, individual health education and counseling, and outreach and education to communities and high-risk populations. Programs focus on the prevention of cervical and breast cancer.

MaxCare

MaxCare: Maximizing the Health and Safety of Children in Out-of-Home Care works with the Skin Cancer Prevention Program to train child care providers in sun protection and education. MaxCare also distributes information to childcare providers and parents about sun safety and skin cancer prevention. The workshops are designed to educate childcare providers on the dangers of sun exposure and offer prevention and protection methods for providers to integrate into their programs.

Division for Special Health Needs

The Division for Special Health Needs provides services and support for children with special health care needs, including children with cancer, and their families. Services include Early Intervention (EI) for children 0-3, case management for families of children through age 21, and information and referral. EI services include direct therapies as well as parent education and care coordination, aimed at promoting optimal development of children with a wide range of conditions and needs. The Division's Family Initiatives program offers family-to-family support for parents of children with a broad range of chronic illnesses or conditions. Case management is available through DPH regional offices on a short or long-term basis to families of children with serious chronic conditions. DPH Parent Consultants, also housed in regional offices, can help families find services and supports they need. They can also match families to others whose children have a similar diagnosis, enabling them to benefit from the experience and comfort that other families can provide.

Massachusetts Folic Acid Awareness Campaign

The Folic Acid Awareness Campaign works with other MDPH programs such as Children with Special Health Care Needs, Men of Color Program, Colorectal Cancer Project, and Chronic Disease Prevention for Underserved Populations to promote healthy diets with adequate folic acid intake to decrease cancer risk. The campaign distributes a brochure explaining the benefits of folic acid in cancer risk reduction.

Massachusetts Genetics Program

The Massachusetts Genetics Program (MGP) is committed to helping individuals, families and professionals in the Commonwealth obtain accurate information about developments in genetic medicine and access to and availability of high quality, family-centered genetic counseling, testing, treatment and support services. Massachusetts is the only state in the country to include genetics in its Cancer Control Plan. MGP monitors developments in cancer genetics and focuses on public and professional education related to the genetic aspects of colorectal, breast, and ovarian cancers.

WIC (Women, Infants, and Children) Division

The Massachusetts Women, Infants and Children Supplemental Nutrition Program (WIC), aims to reduce infant mortality and morbidity, improve participant health outcomes, and reduce healthcare costs. The WIC Program collaborates with the Department of Food and Agriculture to provide participants with coupons for fresh fruits and vegetables, which are redeemable at Farmers' Markets. A statewide community network of 37 local programs with 130 sites and 800 retail stores provides WIC services to income-eligible pregnant, breastfeeding and postpartum women, infants, and children up to age five who are determined to be at medical and/or nutritional risk. WIC strives to give women and children nutritional guidance to help decrease future cancer risk. WIC works with the Skin Cancer Prevention Program to distribute sun protection tip sheets to parents and children.

Office of Adolescent Health

Adolescent Health delivers preventative health care and anticipatory guidance to approximately 20,000 adolescents annually through a statewide system of community health centers, licensed clinics, traditional school health services and school-based health centers. Additionally, approximately another 15,000 adolescents receive ongoing, preventative health education through an extensive network of community-based providers. These programs are designed to target youth at risk for HIV/AIDS/STD's, pregnancy, alcohol, substance and tobacco abuse, violence, and nutritional deficiencies and physical inactivity. Adolescent Health utilizes a comprehensive wellness approach to provide adolescents with the knowledge and skills to reduce cancer risk as they develop into adulthood. Youth are actively involved at all levels of program development and implementation to ensure quality services and appropriate access.

Office of Oral Health

The Office of Oral Health works closely with Massachusetts Tobacco Control Program (MTCP), the Nutrition and Physical Activity Initiative, and the Bureau of Substance Abuse Services to prevent and detect oral cancer among high-risk populations. In addition, the Office works with the Massachusetts Dental Society (MDS) and other outreach community agencies to provide education materials and training to dentists and oral health professionals working with these

groups. The Office of Oral Health recognizes the importance of risk reduction and early detection and endorses the oral cancer prevention programs established through MTCP. In conjunction with BRFSS and Cancer Prevention and Control, the Office of Oral Health developed an education paper that is currently used to train dentists working with underserved, high-risk populations about oral cancer risk reduction and early detection.

MASSACHUSETTS TOBACCO CONTROL PROGRAM

The Massachusetts Tobacco Control Program (MTCP) is designed to curtail tobacco-related health risks for Massachusetts residents in three ways:

1. Persuading and helping adult smokers to stop smoking
2. Preventing young people from starting to use tobacco and reducing their access to tobacco
3. Protecting nonsmokers by reducing their exposure to environmental tobacco smoke.

MTCP funds local agencies throughout Massachusetts to provide direct services such as cessation counseling, community education and local ordinance and worksite policy development to reduce youth access and public exposure to tobacco. MTCP also has implemented statewide initiatives offering direct services, as well as technical assistance, training, and materials to local programs. The efforts of MTCP extend beyond Massachusetts, which had one of the first comprehensive state tobacco control programs. Television spots developed for MTCP are used in 20 other states. MTCP works closely with MDPH cancer-related programs since 30% of all cancers are attributable to tobacco use.

BUREAU OF HEALTH STATISTICS, RESEARCH AND EVALUATION

Behavioral Risk Factor Surveillance System

The Behavioral Risk Factor Surveillance System (BRFSS), part of the Chronic Disease Surveillance Program, collects prevalence data on cancer-related risk factors as well as use of screening services for breast, cervical, and colorectal cancers. MDPH's 2000 BRFSS is a sample of more than 7,000 respondents and includes information on prostate, cervical, lung, and colorectal screening cancer screening, mammography practices, and cancer risk factors including nutritional deficiencies, physical inactivity, and alcohol and tobacco use. Data are available through annual reports and the MDPH internet-based MassCHIP, and can also be requested from the Chronic Disease Surveillance Program. The BRFSS is currently conducting a special project with cooperating HMO's to evaluate the effects of insurance status on the prevalence of colorectal cancer screening and to identify barriers to screening.

Massachusetts Cancer Registry

The Massachusetts Cancer Registry (MCR) is responsible for collecting information about new cases of cancer diagnosed in Massachusetts residents. The MCR currently collects information from several sources: all acute care hospitals in Massachusetts, physicians who diagnose and treat cases of cancer, pathology laboratories and radiation therapy facilities. The MCR also has agreements with 17 other state cancer registries to obtain information on Massachusetts residents who are diagnosed with, or receive treatment for, cancer in these states.

The MCR collects two types of information on its reporting forms: information about the person diagnosed with cancer (such as age, sex, race, town of residence and occupation) and information on the cancer diagnosed (such as the type of cancer, date of diagnosis, stage at which the cancer is diagnosed and first course of treatment.) This data is used for many purposes, including ongoing surveillance of cancer incidence and trends, program development and evaluation, assessment of environmental and occupational hazards, public information and professional education, and epidemiological research. The MCR produces an annual report, *Cancer Incidence in Massachusetts*, and special reports such as *Cancer in Massachusetts Women 1982-1994* and *Cancer in Massachusetts Men 1982-1996*.

Massachusetts Health Assessment Partnership

The Massachusetts Health Assessment Partnership (MHAP) is composed of four HMO's: Harvard Pilgrim Health Care, Tufts Health Plan, Blue Cross/Blue Shield HMO, and Fallon Community Health Plan. Other partners include the Massachusetts Division of Medical Assistance, the Massachusetts Division of Health Care Finance and Policy, and the Massachusetts Health Quality Partnership. MHAP's goals are to evaluate, develop, and implement integrated public health and managed care assessment data systems for measuring and improving health status and health outcomes. It plans to develop and disseminate population-based and managed care-based measurements and to make recommendations for changes to data systems to enhance their application in measuring future health status and outcomes.

MHAP's specific projects include Cancer Screening and Early Detection. This project aims to identify barriers to colorectal screening among HMO enrollees and a population based comparison group. MHAP will determine methods for linking the Massachusetts Cancer Registry data with HMO data to establish baseline incidence and stage-at-diagnosis information, as well as future trends. MHAP will apply this information to develop HMO-level interventions to increase screening rates, leading to expected reductions in stage-at-diagnosis and mortality rates.

Occupational Health Surveillance Program

The Occupational Health Surveillance Program (OHSP) conducts surveillance of selected work-related illnesses including suspected links to cancer. Data are used to target intervention efforts in Massachusetts and to develop prevention and education programs.

BUREAU OF HEALTH QUALITY MANAGEMENT

The Radiation Control Program

The Radiation Control Program protects the public and worker from adverse health effects from all sources of radiation. Included are the ionizing radiations of x-ray from machines and alpha, beta, and gamma from radioactive materials. Among the various regulations that are administered by the Program are the Massachusetts' Mammography Facilities Licensing (105 CMR 127.000) and the Radiologic Technologist Licensing (105 CMR 125.000) regulations. Under a contract with the U. S. Food and Drug Administration, the Radiation Control Program implements the inspection component of the federal Mammography Quality Standards Act (MQSA) in Massachusetts. Annual mammography facility inspections are conducted for both state and federal compliance. This approach allows for a single inspection, thus minimizing

facility interruption. Under the Radiologic Technologists Licensing Regulation, Massachusetts licensed radiologic technologists that have satisfied documented advanced training and experience requirements are issued an advanced radiologic technology license allowing the individual to independently perform mammography.

BUREAU OF SUBSTANCE ABUSE SERVICES

The Bureau of Substance Abuse Services (BSAS) focuses on cancer-related risk reduction by targeting alcohol reduction through public and professional education, funding individual counseling programs, and media campaigns. BSAS educates adolescents on risk factors by creating mentoring programs held after school and at community centers. It has developed a statewide radio campaign concerning underage drinking. The program also increases awareness of underage drinking among primary care providers and holds conferences concerning early detection of underage drinking. BSAS strives to improve outcomes for clients by adapting services to meet their complex medical and social service needs. Toward this end, BSAS initiates and supports new services to fill the gaps in the continuum of care. Through its work, BSAS responds to changes in clients' needs, from prevention through to treatment and recovery approaches, and other public health concerns such as HIV education and harm reduction strategies.

